

SEVENTH BIENNIAL REPORT  
*of the*  
Division of Resources and  
Development

*of the*  
DEPARTMENT OF BUSINESS AND ADMINISTRATION  
STATE OF MISSOURI

Transmitted to the Governor  
*and*  
The Seventy-first General Assembly  
of the State of Missouri

Covering the Period  
July 1, 1958 to June 30, 1960



RESOURCES AND DEVELOPMENT COMMISSION

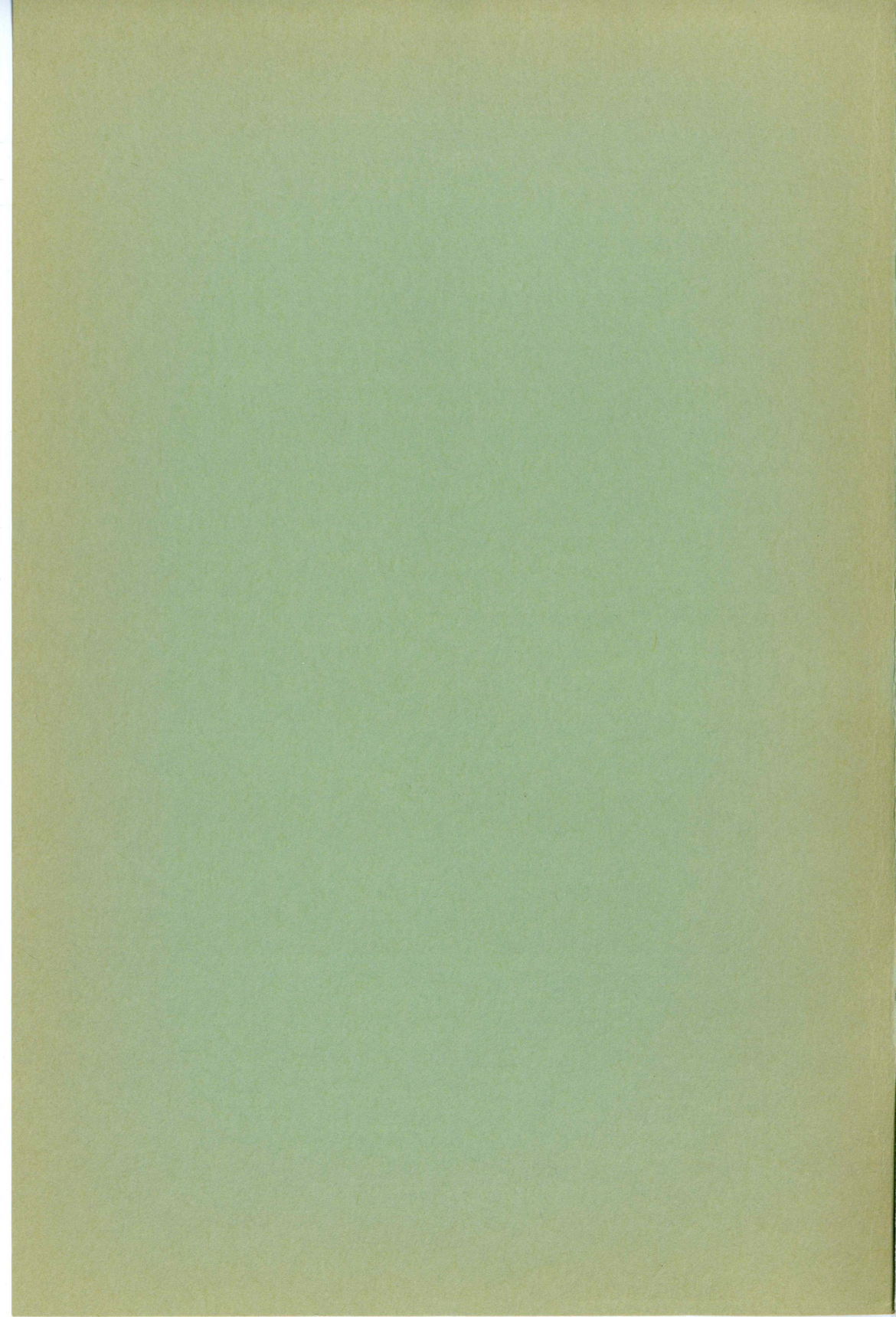
GEO. D. CLAYTON, JR., *Chairman*  
D. W. SNYDER, JR., *Vice-Chairman*

PRESTON N. COOK  
E. L. DALE  
W. F. ENRIGHT  
WARREN W. FUQUA

HARRY M. GAMBREL  
ALOYS P. KAUFMANN  
J. RAYMOND LUCY  
FRANCIS M. WILSON II

JAMES D. IDOL, *Director*





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JAMES D. IDOL, *Director*





JAMES D. IDOL

*Director*



## LETTER OF TRANSMITTAL

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July 1, 1960

MRS. SALLIE HAILEY, *Director*  
*Department of Business and Administration*  
*Jefferson City, Missouri*

DEAR MRS. HAILEY:

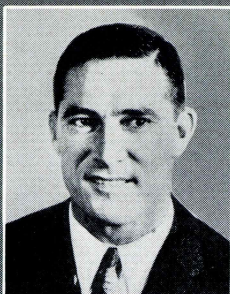
Transmitted herewith is the biennial report of the activities of the Division of Resources and Development for the period July 1, 1958 to June 30, 1960.

The report is divided into sections to indicate the fields of accomplishment and to assist those readers interested in a particular phase of the work of the Division.

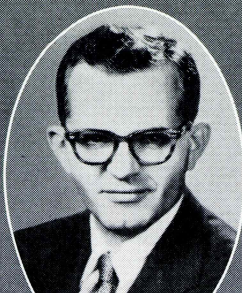
Respectfully submitted,

JAMES D. IDOL  
*Director*





JOSEPH H. FRET  
AVIATION



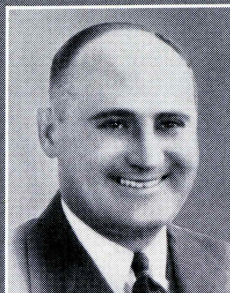
RICHARD M. KINNE  
INDUSTRY



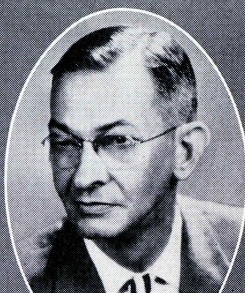
GERALD R. MASSIE  
INFORMATION



DONALD M. JOHNSON  
MUSEUM



H. A. MORRIS  
RECREATION



J. C. ALEXANDER  
WATER

RESOURCES AND DEVELOPMENT SECTION HEADS



## MISSOURI RESOURCES AND DEVELOPMENT COMMISSION COMMITTEES

### Executive

GEO. D. CLAYTON, JR., *Chairman*  
D. W. SNYDER, JR., *Vice-Chairman*

### Finance

W. F. ENRIGHT, *Chairman*  
P. N. COOK  
J. RAYMOND LUCY  
HARRY M. GAMBREL

### Aviation

FRANCIS M. WILSON II, *Chairman*  
ALOYS P. KAUFMANN  
W. F. ENRIGHT  
HARRY M. GAMBREL

### Industrial

D. W. SNYDER, JR., *Chairman*  
WARREN W. FUQUA  
ALOYS P. KAUFMANN  
HARRY M. GAMBREL

### Information and Recreation

P. N. COOK, *Chairman*  
W. F. ENRIGHT  
E. L. DALE  
FRANCIS M. WILSON II

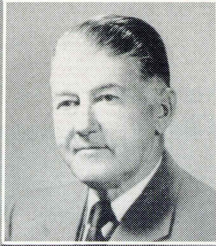
### Museum

D. W. SNYDER, JR., *Chairman*  
WARREN W. FUQUA  
E. L. DALE

### Water

WARREN W. FUQUA, *Chairman*  
GEO. D. CLAYTON, JR.  
D. W. SNYDER, JR.  
J. RAYMOND LUCY





GEORGE D. CLAYTON, JR.  
CHAIRMAN



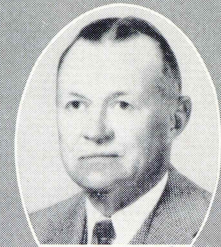
D. W. SNYDER, JR.  
VICE-CHAIRMAN



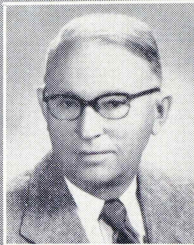
E. L. DALE  
MEMBER



PRESTON N. COOK  
MEMBER



W. F. ENRIGHT  
MEMBER



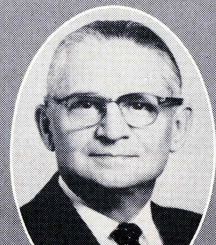
WARREN W. FUQUA  
MEMBER



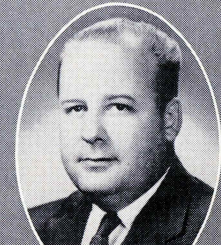
HARRY M. GAMBREL  
MEMBER



ALOYS P. KAUFMANN  
MEMBER



J. RAYMOND LUCY  
MEMBER



FRANCIS M. WILSON, II  
MEMBER

STATE COMMISSION OF RESOURCES AND DEVELOPMENT



## OPERATION OF THE COMMISSION

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At the end of the biennium, June 30, 1960, membership on the Resources and Development Commission consisted of the following: Geo. D. Clayton, Jr., Hannibal, Chairman; D. W. Snyder, Jr., Jefferson City, Vice Chairman; Preston N. Cook, Monett; E. L. Dale, Carthage; W. F. Enright, St. Joseph; Warren W. Fuqua, Columbia; Harry M. Gambrel, Kansas City; Aloys P. Kaufmann, St. Louis; J. Raymond Lucy, Parma; and Francis M. Wilson II, Platte City.

Not only do the commission members represent widely separated geographical areas but their professional interests span a broad field. On the commission are a banker, public relations director, two insurance executives, chamber of commerce president, newspaper publisher, merchant, motor car dealer, park commissioner and retired utilities company executive. In compliance with the law creating the bi-partisan commission, five are Democrats and five are Republicans.

The staff is headed by a director selected by the commission, who serves as secretary to the commission at each monthly meeting.

## **AVIATION SECTION**

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### **GENERAL**

The Aviation Section of the Division is charged to "encourage the development of the aeronautical resources of the state and aid in an education program related to aviation." The Division also is directed to give free technical advice to cities, counties and towns desiring to develop airports.

As aircraft types and services change, the demand for information and assistance in the various areas of aviation fluctuate. Aviation personnel must continually study latest developments in all segments of air transportation to give the best possible service to those requiring aid. During the biennium major changes in planning were called for to prepare for modernization of airway structures and airports to facilitate the increasing use of larger aircraft in business.

### **AIRPORT SERVICES**

Work on development of community airports and facilities takes up the major portion of the Section's personnel time. Engineering and related technical recommendations are given to communities in the areas of site selection, master planning, construction, maintenance, finance and management. During the biennium, such assistance was provided to thirty-one communities which included coordinating Federal Aid projects at six cities.

### **AVIATION EDUCATION**

Since the rapid developments in aviation create so much influence on the social and economic lives of the State's citizens, a continual flow of information concerning aviation is provided to interested groups.

In attempting to provide such information to teachers and, through them, to students, written materials were distributed to teachers' conventions, mailed to individual schools, and brought to the attention of the State Department of Education.

A two-day refresher ground school was held at the University of Missouri in cooperation with the Missouri Pilots Association which provided up-to-date information to all pilots concerning weather, safety, instrument flying, care and maintenance of aircraft, and navigation.



The Section maintains a small aviation library of informative noncommercial movies. These are used as teaching aids in schools and help to inform adults at civic meetings.

The Aviation Section publishes a Missouri Landing Facilities directory. Work was started on a loose-leaf type to be kept up-to-date by inserting revisions as needed.

In the field of general aviation promotion, the Section acts in advisory capacity to many aviation organizations throughout the State. The aviation representative of the Resources and Development Division has participated in many panels and was the principal speaker at conventions and civic organization meetings throughout the State.

### **CIVIL DEFENSE**

The Chief of the Aviation Section is designated director of aviation services for Civil Defense. The Section participated in the national civil defense exercises as well as planning meetings.

### **NATIONAL AVIATION REPRESENTATION**

Some of the most important work of this Section was its activities as a member of the National Association of State Aviation Officials. Through this organization the State gained representation on the national level and better coordinated aviation work between states. The Aviation Section was a member of various national committees, one of which included the Safety Subcommittee. This committee studies accidents and submits recommendations for the increased safety of general aviation.

## INDUSTRIAL SECTION

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The Industrial Section witnessed during this past biennium the greatest industrial growth since accurate reporting was instigated a decade or more ago. The number of new and expanding industries as well as the number of workers added set new records for a biennium. The section staff devoted its time to working with communities to get ready for industry, serving present industry and promoting and working with prospective industry, and carrying on a full research program. The community activity efforts were intensified through addition of an additional staff member. Community leaders of every interested town were visited through "shirt sleeve" conferences, during which sessions the leaders were briefed on best methods of preparing themselves for new industry. The list of community industrial development corporations increased to 175, and the number of industrial sites owned or available through community development groups totaled 135 at the end of the biennium. The annual statewide industrial development conferences were continued with attendance doubling from one year to another.

Industrial prospecting activity increased with the help of additional personnel, and a series of promotional country ham breakfasts was begun with gratifying responses from former Missourians who have become nationally important leaders in industry. The monthly industrial news grew to a circulation of more than 3,000, and a more pleasing format was effected. The direct mailing phase of industrial promotion was increased with single mailings going to as many as 7,000 manufacturing executives.

Research activity was increased and the research library was revamped and modernized. Special studies were published on wood production and wood waste availability, comparative state tax analysis, out-of-state purchases by manufacturers, survey of Missouri motels, and the now annual tourist survey. A complete guide, called "Steps in Industrial Development", was designed to help communities organize and operate a successful development program.

Promotion of mineral activities, particularly iron ore, was strengthened until fourteen major iron and ore companies were exploring and drilling in Missouri mineral areas. One of the companies had actually sunk mine shafts to a deep 100,000,000 ton deposit of high-grade magnetite.



The following table summarizes the industrial growth for the biennium.

**NEW AND EXPANDING INDUSTRIES****July 1, 1958 to June 30, 1960**

	New Industries	Expanding Industries	Non-Manu- facturing	Total, All Industries
Number.....	267	372	182	821
Square Feet Added.....	4,974,508	9,844,080	1,070,300	15,888,888
Total Investment.....	\$76,067,326	\$169,774,803	\$471,947,014	\$717,789,143
Added Annual Wages.....	\$49,939,655	\$40,048,903	\$4,679,200	\$94,667,758
New Workers.....	15,043	13,071	946	29,060

## INFORMATION SECTION

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The information section has continued its primary function of publicizing Missouri—both nationally and locally. As a result of the "Travel U. S. A. Year" campaign, much Missouri literature and photographs have been requested by foreign countries. Stories and/or photographs in volume have been furnished all media, which includes newspapers, magazines, radio and television. Numerous textbooks and encyclopedia have been contributed to, and regular releases were made to local and out-of-state travel sections of larger newspapers.

This section played a part in stories used in such magazines as LIFE, NATIONAL GEOGRAPHIC, SUCCESSFUL FARMING, BETTER HOMES AND GARDENS, ENGINEERING AND MINING JOURNAL, IRON AGE, SATURDAY EVENING POST, CORONET, MADMOISELLE, numerous house organs, and others.

Writers have prepared stories for regular release concerning outstanding industrial developments and interesting special events. Television programs have also been prepared.

Two photographers of the section spent considerable time in the field making colored and monochrome pictures of Missouriana for use in answer to volume requests. Services of the writers and photographers were also utilized by all the other sections of the Division.

Each year a major tourist-travel publication was prepared and distributed free in large quantities. A considerable number of other booklets, maps, folders, charts, pamphlets, directories and surveys were also issued as Missouri promotion and education. Motion pictures in color and sound were contracted for and aid was given in their preparation and distribution. These films cover the recreational, industrial and aviation sections and are distributed on a free loan basis.

The promotion in the development of valuable mineral resources—chiefly iron—has received nationwide attention. This assistance to existing mining companies has resulted in a general awakening of the nation as to Missouri's mineral wealth.

Personnel included in the information section are writers, photographers, darkroom technicians, artists, draftsmen, multigraph operator, switchboard operator, stenographers and mail clerks.

## ADVERTISING

Paid advertising on behalf of the State of Missouri continued during the biennium with a total of 155,721 responses received



from recreational ads. Media used in the recreational schedule included Army Times, Better Homes & Gardens, Farm Journal, Field & Stream, Grade Teacher, Holiday, Instructor, Kansas Farmer, McCalls, Missouri Ruralist, National Geographic, Outdoor Life, Redbook, Saturday Evening Post, Scholastic Teacher, Sports Afield Fishing Annual, Successful Farming, Travel America, True Story, Wallace Farmer, Weekly Star Farmer, and Woman's Day magazines and the following newspapers: Chicago American, Chicago Sun Times, Chicago Tribune, Cincinnati Times-Star, Cleveland Plain Dealer, Columbus Dispatch, Dallas News, Dallas Times-Herald, Davenport Times Democrat, Des Moines Register-Tribune, Evansville Courier Press, Hutchinson News & Salina Journal, Indianapolis News Star, Kansas City Star, Lincoln Journal Star, Milwaukee Journal, Moline-Rock Island & East Moline Argus, Oklahoman, Omaha World-Herald, Peoria Journal-Star, St. Louis Globe-Democrat, St. Louis Post-Dispatch, Sioux City Journal, Springfield (Ill.) Journal, Terre Haute Star Journal, Topeka Daily Capital, Tulsa World, Wichita Beacon. In addition the member newspapers of the Missouri Press Association were used. All radio stations in Missouri were on the advertising schedule and all gave freely of public service on behalf of promoting travel in Missouri.



## MUSEUM SECTION

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Museum operation for these two years has resulted in an expansion of activities not previously emphasized. Cooperation with eight State agencies was primarily of an advisory nature on projects or problems tied to their activities. This was also true of cooperative efforts with associations and societies, there being six within the State and one each in Texas and Illinois. Individual requests for assistance included one State Senator, four State Representatives, and six State officials. Congressman Morgan Moulder requested permission to include an article by the museum Director in the Congressional Record. Almost nine hundred persons requested specific aid of the museum in this period and museum periodicals published six articles by the museum Director, who also assisted in producing the Division booklet "Missouri Museum." Text has also been prepared for a booklet "The Key to Organizing Your Community Museum."

Museum properties have been transferred to the Museum of Transport in St. Louis and to the new Weston Museum of History at Weston, Missouri. Other items from museum properties have been slated for use by the State Park Board at the Lexington, Missouri, Anderson House site. Approximately six thousand items on loan to this museum have been returned to owners, and the necessary record and file work is well in hand. Progress toward completion of our inventory file record is slow, but the system is moving along.

Fabrication projects for the Division of Resources and Development number twenty-one units including their Industrial Exhibit. Repair and maintenance jobs are perhaps not worth enumerating beyond mentioning the Sport Show exhibits and crates. Two museum staff members also assisted at some Sport Shows. A small exhibit on Missouri Resources was constructed for the Governor's office for shipment to Brazil. Also, a sequence of color slides of the museum exhibits was used at the UNESCO meeting in Rio de Janeiro.

In the Halls, completion of re-varnishing of case fronts in Memorial Hall was accompanied by freshening up the presentation in six gun cases. While our dispersion of attention has not produced planned objectives, two replacement exhibit projects were approved. A new Soils Map now replaces the original unit installed in 1923, and a new Coal Exhibit is reaching the installation stage, not quite complete. Two other projects, Tobacco and Marble, have been approved, but action has not developed.

No new accessions of note have been accepted although nine prospects have been reviewed, as being worthy of inclusion. Some three dozen plans, drawings and illustrations have been prepared in efforts to further museum activities, or to serve the needs of others requesting aid.

The museum Director continues to serve on the American Association of Museums Committee on Personnel Placement and Job Information. He also served as Judge for the Jefferson City Science Fair after acting as advisor for many of the projects. Attendance of the National and Midwest museum conventions, the dedication of the Mark Twain Shrine at Florida, and the dedication of the two Academy of Science Museums in St. Louis, all served to keep us abreast of current trends and developments.

Staff changes affected two museum positions, one through retirement and one through resignation. Replacements have been made.

Public response to the tangible museum efforts remains gratifying with attendance moving up from 72,867 registered visitors in 1958-59 to 76,305 registered visitors in 1959-60, well above the previous high of 59,271 for the 1957-58 period.

Museum directors have added their personal praise to this public acceptance, two from Missouri and one each from Texas, Illinois, and Wisconsin.



## RECREATIONAL TRAVEL SECTION

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The recreational travel section saw the vacation and travel industry, Missouri's third largest, continue to grow. According to the 1959 Travel Survey completed by our research department, over \$575,000,000 were spent by vacationists in Missouri in 1959—a new all-time record for the State. This was an increase of 7.9% over the highest previous year of 1958 when \$533,000,000 were spent.

Many factors contributed to make 1959 a record breaking year. Some of these factors are: construction of new resorts, hotels, motels and upgrading of existing facilities; Missouri's excellent highway system; more leisure time; more spending money; longer vacations and more and better cars. A marked improvement in relations among various area associations and trade organizations was shown as they unified their efforts to promote Missouri and educate people of Missouri to the value of the travel industry. Also, there was better distribution and more effective advertising by communities to slow down the traveler and get him to spend an extra day in Missouri.

The Division, in answer to its advertising, included literature from the various area associations when mailing literature to the eight adjacent states plus Texas, Indiana and Louisiana.

The recreational travel personnel remained in close contact with the regional associations. These were The Arcadia Valley Region, Clearwater Lake Association, Lake Wappapello Dam and Mingo Area Association, Lake of the Ozarks Association, Ozark Playgrounds Association, Bull Shoals Area, Headwaters Association of Lake of the Ozarks, Missouri Travel Council, Missouri Recreation Association, Theodosia Area Association, Twin Bay Area Association, and White River Lakes Association. The section assisted in forming three new area associations during the biennium: The Highway 19 Association, Ozark Water Wonderland Association, and Pomme de Terre Dam and Playground Association. The section also remained in close contact with chambers of commerce and civic groups throughout the State. Extensive field work is being done to explore, develop and organize new regional associations throughout the State.

Section personnel manned the division's exhibits as representatives of the State at 10 travel shows during 1959. In 1960, the travel shows were discontinued and the section inaugurated a new

project of making available to industrial plants with 200 or more employees within a radius of 600 miles easel type counter displays extolling the merits of vacationing in Missouri. These displays carried return postage business reply cards that employees filled out to secure information desired on Missouri and resort areas. A total of 15,941 requests for literature have been received from this project.



## **WATER SECTION**

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The statute establishing the Division states that it shall be the duty of the Commission to "Investigate, assemble, develop and study, or cause to have investigated, assembled, developed and studied, all pertinent information available regarding . . . power and water resources;"

Because of diversity of interest and the constant adding of new data and changing use of water as well as the changed plans proposed by the people and government agencies, a Water Section was established as a part of the Division to fulfill this requirement of the statutes. The Commission has endorsed a policy of coordinating and analyzing existing basic data on water resources, also the collection of data, usually in conjunction with other agencies.

An existing federal law contains provisions which recognize the interest and rights of the affected states in determining the merits of the desirability of the proposed plan of development. The law requires that prior to submitting the proposal to Congress, the Corps of Engineers shall submit it to the affected state for their review and comment. These views and comments of the state are also submitted to Congress along with the report of the proposed project. The Commission is designated as the state agency to review and make recommendations to the Governor on these Corps of Engineers proposed projects. Also, this is the state agency which is designated to coordinate planning with water resource development carried on by federal agencies.

Missouri is in two separate basins, the Arkansas-White-Red Rivers and the Missouri River, to the extent of about 70 per cent of our total area. The Division, through the Water Section, has prime responsibility for the State's work in these Inter-Agency Committees.

**DIVISION PERSONNEL**

(As of June 30, 1960)

J. C. Alexander  
 Dale Baysinger  
 Edward Baysinger  
 Myrtle M. Bonnot  
 Herman J. Brenneke  
 Irene M. Brown  
 J. E. Burruss  
 Pauline M. Busch  
 Eugenia H. Clardy  
 Joseph H. Frets  
 George D. Hack  
 Florence Hake  
 James D. Idol  
 Sue T. Idol  
 Donald M. Johnson  
 Barbara A. Jones  
 E. B. Kinder

Richard M. Kinne  
 Gerald R. Massie  
 Howard A. Morris  
 Richard E. O'Brien  
 Frankie Lee Phelps  
 Mary Margaret Pope  
 Ralph L. Rose  
 Clifford W. Sanderson  
 Lucille J. Schneider  
 Alfred Stieferman  
 Don Stieferman  
 Charles Stiefermann  
 Carol A. Tate  
 Harold L. Thomas  
 Juanita W. Thomas  
 Ralph W. Walker  
 Elvester Williams

**PERIOD COVERED—JULY 1, 1958 - JUNE 30, 1960**

	Total Appropri- ation	Expended	Balance
JULY 1, 1958-JUNE 30, 1959			
Personal Service.....	\$171,218	\$168,352	\$2,866
Additions.....	2,225	2,214	11
Repairs and Replacements.....	11,049	11,000	49
Operations.....	300,267	298,897	1,370
TOTALS.....	\$484,759	\$480,463	\$4,296
JULY 1, 1959-JUNE 30, 1960			
Personal Service.....	176,388	170,490	5,898
Additions.....	1,500	1,487	13
Repairs and Replacements.....	11,000	10,235	765
Operations.....	312,500	276,236	36,264
TOTALS.....	\$501,388	\$458,448	\$42,940
TOTALS FOR BIENNIUM JULY 1, 1958-JUNE 30, 1960..	\$986,147	\$938,911	\$47,236



